Alphabetical listing of authors and titles, Vol. 10 1995

Index

Authors

ALGUIRE, M.S., see FREAR, C.R.

CALANTONE, R.J., see GASSENHEIMER, J.B.

de RUYTER, K., see WETZELS, M.

DENG, S. and ZHAO, J., Evolution and evaluation of export advertising in China, No. 5, pp. 38-49.

DENIZE, S., see YOUNG, L.

DISCENZA, R., see GAGNE, M.L.

DWYER, D.S., see LIN, B.

FILE, K.M., MACK, J.L. and PRINCE, R.A., The effect of interactive marketing on commercial customer satisfaction in international financial markets, No. 2, pp. 69-76.

FOJT, M. (Guest editor), No. 4, Anbar Abstracts.

FREAR, C.R., ALGUIRE, M.S. and METCALF, L.E., Country segmentation on the basis of international purchasing patterns, No. 2, pp. 59-68.

GAGNE, M.L. and DISCENZA, R., Target costing, No. 1, pp. 16-22.

GASSENHEIMER, J.B., CALANTONE, R.J. and SCULLY, J.I., Supplier involvement and dealer satisfaction: implications for enhancing channel relationships, No. 2, pp. 7-19.

GOLDHAR, J.D., see PRABHAKER, P.R.

GULBRO, R. and HERBIG, P., Differences in cross-cultural negotiation behavior between industrial product and consumer product firms, No. 3, pp. 18-28.

HERBIG, P., see GULBRO, R.

JACKSON, D.W. Jr and TAX, S.S., Managing the industrial salesforce culture, No. 2, pp. 34-47.

KOELEMEIJER, K., see WETZELS, M.

KOREY, G., Multilateral perspectives in international marketing dynamics, No. 3, pp. 74-82.

LANCASTER, G., Marketing and engineering revisited, No. 1, pp. 6-15.

LEI, D., see PRABHAKER, P.R.

LEMMINK, J., see WETZELS, M.

LIN, B. and DWYER, D.S., New product development in the information age: pharmaceutical industry, No. 3, pp. 6-17.

LIU, S.S., A comparison of pharmaceutical promotional tactics between Hong Kong and China, No. 1, pp. 34-43.

MACK, J.L., see FILE, K.M.

METCALF, L.E., see FREAR, C.R.

POLONSKY, M.J., A stakeholder theory approach to designing environmental marketing strategy, No. 2, pp. 29-46.

PRABHAKER, P.R., GOLDHAR, J.D. and LEI, D., Marketing implications of newer manufacturing technologies, No. 2, pp. 48-58.

PRINCE, R.A., see FILE, K.M.

PYATT, T.R., The domain of a Soviet-type command network, No. 1, pp. 44-63.

ROGERS, D.C., see VYAS, N.M.

ROGERS, S.C., How to create advertising that works, No. 2, pp. 20-33.

SCHMIDT, J.B., New product myopia, No. 1, pp. 23-33.

SCULLY, J.I., see GASSENHEIMER, J.B.

SHELBURN, W.L., see VYAS, N.M.

SMITH, G.E., Framing product design: using design communication to facilitate user learning, No. 5, pp. 6-21.

TAX, S.S., see JACKSON, D.W. Jr

VYAS, N.M., SHELBURN, W.L. and ROGERS, D.C., An analysis of strategic alliances: forms, functions and framework, No. 3, pp. 47-60.

WATTERS, R.G., International business development – what are the considerations?, No. 3, pp. 61-73.

WETZELS, M., de RUYTER, K., LEMMINK, J. and KOELEMEIJER, K., Measuring customer service quality in international marketing channels: a multimethod approach, No. 5, pp. 50-9.

YOUNG, L. and DENIZE, S., A concept of commitment: alternative views of relational continuity in business service relationships, No. 5, pp. 22-37.

ZHAO, J., see DENG, S.

Alphabetical listing of authors and titles, Vol. 10 1995

Index

Authors

ALGUIRE, M.S., see FREAR, C.R.

CALANTONE, R.J., see GASSENHEIMER, J.B.

de RUYTER, K., see WETZELS, M.

DENG, S. and ZHAO, J., Evolution and evaluation of export advertising in China, No. 5, pp. 38-49.

DENIZE, S., see YOUNG, L.

DISCENZA, R., see GAGNE, M.L.

DWYER, D.S., see LIN, B.

FILE, K.M., MACK, J.L. and PRINCE, R.A., The effect of interactive marketing on commercial customer satisfaction in international financial markets, No. 2, pp. 69-76.

FOJT, M. (Guest editor), No. 4, Anbar Abstracts.

FREAR, C.R., ALGUIRE, M.S. and METCALF, L.E., Country segmentation on the basis of international purchasing patterns, No. 2, pp. 59-68.

GAGNE, M.L. and DISCENZA, R., Target costing, No. 1, pp. 16-22.

GASSENHEIMER, J.B., CALANTONE, R.J. and SCULLY, J.I., Supplier involvement and dealer satisfaction: implications for enhancing channel relationships, No. 2, pp. 7-19.

GOLDHAR, J.D., see PRABHAKER, P.R.

GULBRO, R. and HERBIG, P., Differences in cross-cultural negotiation behavior between industrial product and consumer product firms, No. 3, pp. 18-28.

HERBIG, P., see GULBRO, R.

JACKSON, D.W. Jr and TAX, S.S., Managing the industrial salesforce culture, No. 2, pp. 34-47.

KOELEMEIJER, K., see WETZELS, M.

KOREY, G., Multilateral perspectives in international marketing dynamics, No. 3, pp. 74-82.

LANCASTER, G., Marketing and engineering revisited, No. 1, pp. 6-15.

LEI, D., see PRABHAKER, P.R.

LEMMINK, J., see WETZELS, M.

LIN, B. and DWYER, D.S., New product development in the information age: pharmaceutical industry, No. 3, pp. 6-17.

LIU, S.S., A comparison of pharmaceutical promotional tactics between Hong Kong and China, No. 1, pp. 34-43.

MACK, J.L., see FILE, K.M.

METCALF, L.E., see FREAR, C.R.

POLONSKY, M.J., A stakeholder theory approach to designing environmental marketing strategy, No. 2, pp. 29-46.

PRABHAKER, P.R., GOLDHAR, J.D. and LEI, D., Marketing implications of newer manufacturing technologies, No. 2, pp. 48-58.

PRINCE, R.A., see FILE, K.M.

PYATT, T.R., The domain of a Soviet-type command network, No. 1, pp. 44-63.

ROGERS, D.C., see VYAS, N.M.

ROGERS, S.C., How to create advertising that works, No. 2, pp. 20-33.

SCHMIDT, J.B., New product myopia, No. 1, pp. 23-33.

SCULLY, J.I., see GASSENHEIMER, J.B.

SHELBURN, W.L., see VYAS, N.M.

SMITH, G.E., Framing product design: using design communication to facilitate user learning, No. 5, pp. 6-21.

TAX, S.S., see JACKSON, D.W. Jr

VYAS, N.M., SHELBURN, W.L. and ROGERS, D.C., An analysis of strategic alliances: forms, functions and framework, No. 3, pp. 47-60.

WATTERS, R.G., International business development – what are the considerations?, No. 3, pp. 61-73.

WETZELS, M., de RUYTER, K., LEMMINK, J. and KOELEMEIJER, K., Measuring customer service quality in international marketing channels: a multimethod approach, No. 5, pp. 50-9.

YOUNG, L. and DENIZE, S., A concept of commitment: alternative views of relational continuity in business service relationships, No. 5, pp. 22-37.

ZHAO, J., see DENG, S.

Titles

(An) analysis of strategic alliances: forms, functions and framework, VYAS, N.M., SHELBURN, W.L. and ROGERS, D.C., No. 3, pp. 47-60.

Anbar Abstracts, FOJT, M. (Guest Editor), No. 4.

(A) comparison of pharmaceutical promotional tactics between Hong Kong and China, LIU, S.S., No. 1, pp. 34-43.

(A) concept of commitment: alternative views of relational continuity in business service relationships, YOUNG, L. and DENIZE, S., No. 5, pp. 22-37.

Country segmentation on the basics of international purchasing patterns, FREAR, C.R., ALGUIRE, M.S. and METCALF, L.E., No. 2, pp. 59-68.

Differences in cross-cultural negotiation behavior between industrial product and consumer product firms, GULBRO, R. and HERBIG, P., No. 3, pp. 18-28.

(The) domain of a Soviet-type command network, PYATT, T.R., No. 1, pp. 44-63.

(The) effect of interactive marketing on commercial customer satisfaction in international financial markets, FILE, K.M., MACK, J.L. and PRINCE, R.A., No. 2, pp. 69-75.

Evolution and evaluation of export advertising in China, DENG, S. and ZHAO, J., No. 5, pp. 38-49.

Framing product design: using design communication to facilitate user learning, SMITH, G.E., No. 5, pp. 6-21.

How to create advertising that works, ROGERS, S.C., No. 2, pp. 20-33.

International business development – what are the considerations?, WATTERS, R.G., No. 3, pp. 61-73.

Managing the industrial salesforce culture, JACKSON, D.W. Jr and TAX, S.S., No. 2, pp. 34-47.

Marketing and engineering revisited, LANCASTER, G., No. 1, pp. 6-15.

Marketing implications of newer manufacturing technologies, PRABHAKER, P.R., GOLDHAR, J.D. and LEI, D., No. 2, pp. 48-58.

Measuring customer service quality in international marketing channels: a multimethod approach, WETZELS, M., de RUYTER, K., LEMMINK, J. and KOELEMEIJER, K., No. 5, pp. 50-9.

Multilateral perspectives in international marketing dynamics, KOREY, G., No. 3, pp. 74-82.

New product development in the information age: pharmaceutical industry, LIN, B. and DWYER, D.S. No. 3, pp. 6-17.

New product myopia, SCHMIDT, J.B., No. 1, pp. 23-33.

(A) stakeholder theory approach to designing environmental marketing strategy, POLONSKY, M.J., No. 3, pp. 29-46.

Supplier involvement and dealer satisfaction: implications for enhancing channel relationships, GASSENHEIMER, J.B., CALANTONE, R.J. and SCULLY, J.I., No. 2, pp. 7-19.

Target costing, GAGNE, M.L. and DISCENZA, R., No. 1, pp. 16-22.